

# INTERIORS<sup>®</sup>

ART IN DESIGN



# Viva Las Vegas

INTERIOR DESIGN: ALEX WOOGMASER

TEXT: ERIKA HEET

PHOTOGRAPHY: ROGER DAVIES





From the terrace of a contemporary home in Las Vegas conjured by Punch Architects and designer Alex Woogmaster, the lights of the strip pulsate in the distance but seem another world away. Woogmaster is well versed in bringing an elevated sense of luxury to Vegas from his years as creative director at Wynn Design and Development under his mentor, legendary designer Roger Thomas. For this, his recently founded studio's first private project, he introduced elements of classical design for a modern life. "The clients intended for their home to act as both a functional and beautiful space," Woogmaster says. "The former residence was Tuscan style, and the client wanted a design that was more clean and refined, with an emphasis on symmetry."

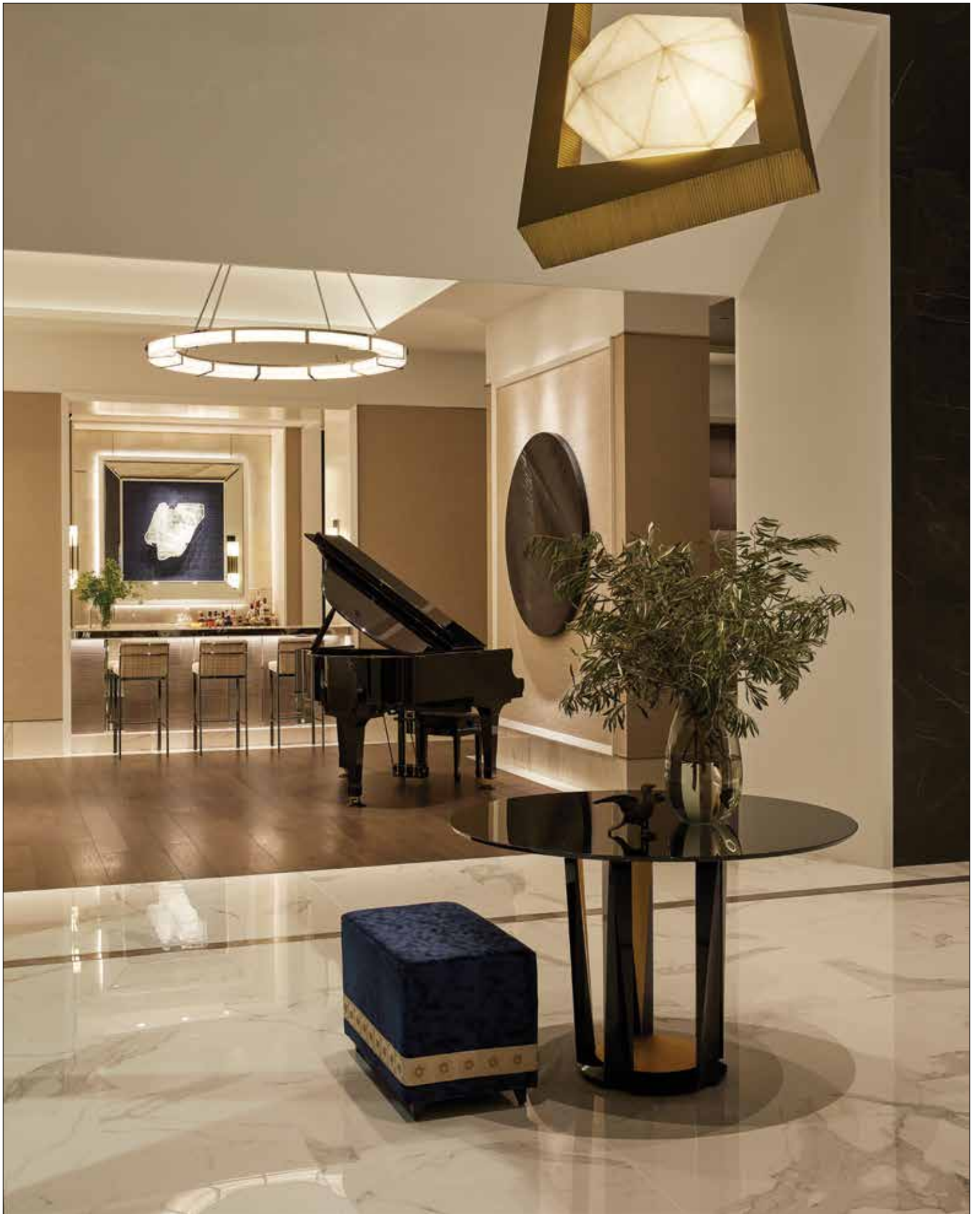
"We basically started with the request that the home be contemporary and have no gold—so much for that," Woogmaster adds with a laugh. Any traces of gilt that came through are as sophisticated as the clients, who are in real estate and entertainment, and their designer. The tone is set in the entrance hall, with a custom brass onyx console accompanied by a lamp by Herve Van Der Straeten and Howard Schatz's *Dancers Flower #6*, a photo of a ballet company with personal resonance, as the wife was once a Broadway dancer.

"There were two materials that the owners shared with me during our first meeting—a sofa by Hellman-Chang and a fabric by Kravet Couture. They'd been doing their homework," Woogmaster says. "I introduced a Weitzner wallcovering that they fell in love with, and the house was practically built around these three together. The fabric by Weitzner is both contemporary and warm, and we paired it with a rich Chivasso velvet wall upholstery at feature locations." More pieces by Hellman-Chang and Weitzner, a center hall table and bench, respectively, join a backlit onyx and textured corduroy bronze pendant by Lusive that plays off the James Austin Murray artwork, *Frequency*. "We approached the design with respect to the work that Punch Architecture had already done on the exterior," Woogmaster says. "Honoring that intent was paramount to the project, especially since the exterior finishes were intended to carry through the center of the house in the arrival 'portal' foyer."















To temper the scale of the architectural shell, Woogmaster introduced a rhythm of materials and textures and artful niches. "I wanted to amplify the grandeur of the overall interior spaces—make the ceilings lift off the walls as much as possible—but also provide more intimate details that draw us back to the scale of human comfort," Woogmaster says. "The effect of both scales working in concert is what makes the home feel grand but still comfortable." In the guest corridor, a custom onyx lacquer and hammered stainless steel console by designer Eric Brand, a frequent collaborator, complements an abstract painting from the owners' collection, wallpaper by Phillip Jeffries and a rug by Fabrica. A gallery niche holds 1970s French console found at the Paris flea market and a Pop Art-style painting of the husband by Las Vegas artist Giovanni Morales, commissioned as a birthday present by his children. And in an exceptionally dramatic move, the design team placed a Jeff Robb lenticular photograph, *Nightfall #5*, above a Kohler tub in a bathroom. "We felt that it was important to incorporate the clients' art collection while also bringing in unique, custom pieces that would complement the proportions and crisp architectural essence of the home," Woogmaster says.

For all its modern lines outside, Woogmaster kept a classical attitude inside. "I am a strong believer in classical notions of Alignment, Procession, Balance, and Moment, so it was important to find and form opportunities for display, surprise, delight; personal experience within a grand volume," he says. "So often, a large contemporary home is just that, and while we wanted the home to feel modern, clean and expansive, we also wanted it to feel warm, thoughtful, and full. We paid close attention to interior alignments, scale and proportion so there would always be moments of collected intimacy even within larger areas."

This approach was helped by the lighting choices, in which Woogmaster was aided by lighting consultant Carolyn Harris. The team had custom light fixtures built by Lusive in Los Angeles, and incorporated pieces of Woogmaster's design. "For my part, I can't help but design custom lighting," Woogmaster says. "I get that itch, along with a certain sense of dramatic scale, from hotel design. We just kept dreaming up opulent decorative lighting concepts, and the client kept encouraging us to do more. Lighting is the jewelry in the home, and where we tried to provide serene and relatively simply stated interiors, the custom lighting is where we permitted ourselves to break some rules." ■ Alex Woogmaster, [woogmasterstudio.com](http://woogmasterstudio.com); [Punch Architecture, puncharc.com](http://Punch Architecture, puncharc.com)









shades; antique Pichwai from **Rajasthan**. **GUEST BEDROOM**: Grange Louis Philippe daybed; **Henredon** Hollywood Regency chinoiserie black lacquered dresser; French gilt sheaf of wheat side table with glass top; **Vladimir Kagan** Nautilus swivel lounge chair in **Pelle** mohair; Directoire armchair in vintage Indian metallic fabric; 19th century wood Khotan rug; 1920s tole chandelier with crystal drops; Indian cotton block printed Kantha quilt. **PRIMARY BEDROOM**: Verdure Bois de Chene bed fabric from **Old World Weavers**. **STYLIST**: **Anita Sarsidi**.



VIVA LAS VEGAS (pages 84-95)

**ARCHITECTURE**: **Punch Architecture**, puncharc.com. **INTERIOR DESIGN**: **Alex Woogmaster**, **Woogmaster Studio**, woogmasterstudio.com. **LANDSCAPE ARCHITECTURE**: **Affanasio Landscape Architecture**, ala-lv.com. **ENTRANCE HALL**: **Eric Brand** custom console; **Magnifica** wall tile; **Maya Romanoff** wallpaper in niche; **SICIS** floor tile border; **Herve Van Der Straeten** lamp; art, **Howard Schatz**. **LIVING ROOM**: **Hellman-Chang** sofas; hellman-chang.com; **Royal Thai** carpet; **Kravel** lounge chairs with **Romo** fabric; **Eric Brand** side and coffee tables; **Robert Abbey** table lamps; custom **Lusive** sconces and chandelier; **Jab** Chivasso wall velvet; **Kravel** sheer drapery. **MAIN HALL**: **Hellman-Chang** center table; hellman-chang.com; **Lusive** onyx and bronze pendant; artwork, **James Austin Murray**; **Lori Weitzner** for **Samuel & Sons** bench. **DINING ROOM**: custom **Eric Brand** table; **Artistic Frame** chairs; **Weitzner** wallcovering; **Sahco** drapery. **NICHES**: **Giovanni Morales** painting; custom console by **Eric Brand**; **Phillip Jeffries** wallpaper; **Fabrica** carpet. **BATHROOM**: **Kohler** tub; **Rohl** faucets; **Jeff Robb** photograph; **AKDO** wall tile; wallcovering, **Innovations**, **Weitzner**. **KITCHEN**: **Eggersmann** kitchen; **Fabricut** barstools; **Lusive** light fixture; **Rubelli** wallcovering. **PRIMARY BEDROOM**: custom bed by **Encore Upholstery** with **Kravel** fabric; bench and daybed, **Kravel** with **Weitzner** fabric; carpet, **Royal Thai**; **Studio A** small side table; **Scout** blackout draperies, **Sahco** sheer.

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